TEXAS RANGERS **MOBILIZE READY** FOR EMERGENCY

ing Apace; Food Supply in Capital Getting Scarce

quota of Texas rangers, equipped with American note accepting Germany's next step for the preservation of or- to determine the amount of the damguard.

out the news that the commanders of of the first chief have occupied the towns of Santa Fe, Ajusco, San Nicolas and Contreras, formerly held by Villa.

From the same sources comes the assertion that food prices in Mexico City are falling rapidly and that free distributions of provisions are being made there daily.

poard exporters are mystified by the brokers to cancel export contracts for the delivery of 2,000,000 bushels to the Allies. James A. Patten, the big Chicago operator, says the attempt indicates either that the Allies have found Robert Cecil, under secretary of state a new avenue to the great Russian for foreign affairs, makes statements granaries or are unable to meet their ontracts with the required cash.

EDITOR GEORGE FITCH

[Associated Press by Federal Wireless] justified, both from the standpoint of British and international law.

Funeral services were held here today "I hope," he continues, "America Funeral services were held here today for the late George Hamlin Fitch, news editor of the San Francisco Chronicle, who died Tuesday in Berkeley of ap-

A Long Island railroad train, carrye hundreds of commuters, broke an le near the Blue Point station and sed a delay of more than one hour.

Masonic Temple Weekly Calendar

Honolulu Lodge No. 409; Stated: 7:30 p. m

TUESDAY-Masonic Board of Relief; Reg-WEDNESDAY-

Hawaiian Lodge No. 21; Special, First Degree; 7:30 p. m.

FRIDAY-

Lel Aloha Chapter No. 3, O. E. S.; Stated: 7:30 p. m.

SCHOFIELD LODGE WEDNESDAY-

SATURDAY-Work in Third Degree; 7:30

HERMANNS SOEHNE

Versammlungen in K. of P. Hall. Montag, August 2 and 16. Montag, September 6 and 20. W. WOLTERS, President. C. BOLTE, Sekretair.

Thursday evening at 7:30 o'clock. FRANK MURRAY, Secretary.



meets in their hall, brothers are cor street, the Bronx. tend.

GERMANY GETS

Carranza Successes are Grow- U. S. Acceptance of Teuton Proposal Transmitted to Foreign Office

[Associated Press by Federal Wireless] [Associated Press by Federal Wireless] AUSTIN, Tex., Aug. 14.—A full BERLIN, Germany. Aug. 14.—The 1000 rounds of ammunition to each offer to pay damages for the sinking man, has been concentrated here, on of the American ship Wm. P. Frye, its way to the Mexican border. Capt. and proposing the appointment of two Ransom Harlingen is in command. The commissioners, one from each nation, der will be to call out the national ages, but reiterating the American contention that the destruction of the Advices from the border are that vessel was a violation of the treaty of though the situation there continues 1828 with Prussia, has been received tense, armed conflicts are diminishing here by Ambassador Gerard. It will be transmitted to the German foreign Carranza's junta at Galveston gives office today

RUSSIANS FIGHT HARD TO CLEAR APMIES.

LONDON, Eng., Aug. 14.- Vienne reports in official despatches that the southern jaw of the great Austro-German vice is shutting down tighter and ighter. Austrian headquarters an ounces that the forces of the Tentonic Allies are delivering severe blows against the southern flank of the retreating Russians, which has been dented so deeply that the Russians are being jammed together, disturbing a retirement which they are doz-

The distinguished sallantry of the famous Prussian guard in the swamps Associate 1 Press by Federal Wireless] of the Bug is said to aid notably in NEW YORK, N. Y., Aug. 14.—Seaensen's command.

> COTTON AS CONTRABAND BRITAIN'S NEXT MOVET

I ONDON, Eng., Aug. 14.-In a for which are generally interpreted to presage the intention of the government at an early date to declare cot-

ton contraband of war. Should Britain decide to declare cot-IS LAID TO REST ton contraband, says Lord Robert, the

will not act impatiently. She may rest assured that the Allies will give every consideration to the legitimate nterests of neutrals."

DRASTIC RULES LAID DOWN

TO POLES BY TEUTON GOVERNOR COPENHAGEN, Denmark, Aug. 14. Public meetings are reported to have been forbidden by the German military governor of Russian Poland, and communication with the enemio of Germany has been decreed punish able by death. All civilians have been forbidden to carry arms. Shops must close at eight o'clock and thea-

RUMANIA LIFTS EMBARGO

ON FOOD STUFFS. BUCHAREST, Rumania, Aug. 14 .-The government removed today its embargo on the exportation of grain. peas, beans, lentils, and crude petroleum, provided that the export duties are paid in gold. Gasoline is kept on the forbidden list. A hungry market for all these commodities exists in

BRITAIN HOLDS SWEDE COAL CARGOES

STOCKHOLM, Sweden, Aug. 14.-Britain refuses to grant clearance to two Swedish ships laden with coal bought by Swedish business houses and consigned to the Swedish navy. Great Britain recently declared an embargo on the exportation of coal to all nations except her allies and the colonies of the empire.

AUSTRIA LOSES SUBMARINE. ROME, Italy, Aug. 14 .- It is official ly announced that the Austrian sub marine U-3 was sunk Wednesday is the lower Adriatic. The second offi cer and 11 of the crew were made prisoners. The remainder drowned

RUSSIA LEVIES INCOME TAX. PETROGRAD, Russia, Aug. 14.-The Duma approved today a graduated income tax, imposing a levy of \$3.33 on every \$500 of private incomes.

NO MOTORCYCLES IN RURAL DELIVERY SERVICE

WASHINGTON, D. C .- Use of bicy cles or motorcycles in rural delivery service is prohibited by an order issu HONOLULU LODGE NO. 1, MODERN ed by Postmaster General Burleson. effective Jan. 19 1916. In announcing his order, Mr. Burleson holds that Will meet at their home, corner vehicles of these types do not have the Beretania and Fort streets, every carrying capacity needed for the parcel post service and do not afford ne-CHARLES HUSTACE, JR., Leader. cossary protection for the mails in bad weather. The order will affect about 8000 carriers, who now use the bicycle HONOLULU LODGE, 616, B. P. O. E. or motorcycles to cover their routes.

on King St., near Five persons were hurt in a collision Fort, every Friday between a Williamsbridge car and a evening. Visiting White Plains Avenue car at 233rd

dially invited to at- Pope Benedict is reported to have appealed to King Victor Emmanuel J. McCARTHY, E.R. to aid priests accused by the Italian H. DUNSHEE, See troops of being spies.

BANKERS SEE ADDED BILLION IN AMERICAN FARM PROFITS



will always remember that farming

pondent over business matters.

IN 90 CHAPTERS

Chairman B. F. Harris said: "We The "best alfalfa in the world" was grown by the Schwartz Brothers of Waukesha, Wis., who offered to

will always remember that farming is a life as well as an industry and business. Let us, however, remember that effort and money spent in this cause of better farm life will be the most marvelous earning asset of a magnificent future. We are realizing more and more the necessity of increasing acre yields."

A sheaf of gold medal alfalfa that weighed thirty-two pounds, winner weighed thirty-two pounds, winner will as grown by the Schwartz Brothers of Waukesha, Wis., who offered to tell any banker or farm owner how they have increased farm comforts, agriculture. "Despite our tremendous industrial development," he said, "and the "trend to town'—nothing but our great food supply—which it is only in recent years that the people, including a large percentage of farmers, have begun seriously to appreciate the dominating and the into balances in our favor."

ported rising rapidly.

Home Course in Advertising

PURPOSES OF THE COURSE:-(1) To increase

returns for the retailer who now advertises. (2) To show

the non-advertising retailer how he can lower his prices, yet

increase his profits. (3) To suggest to the jobber and

manufacturer a cautious method to create demand and

increase good-will. (4) To prepare the person with latent

This course, when delivered personally to a class of stu-

dents, costs \$15. It is equivalent to a correspondence

sourse which costs \$95. . The entire 90 lessons will be

STEP BY STEP DISTRIBUTION.

demand to come is almost obsolete. In its last analysis,

such a system is unbusinesslike. Yet, there is a method

which is even worse—that is to run your advertising in

the big general publications without first making sure

that the consumers can get your goods from the dealer

when they ask for them. The dealer might thus be hu-

miliated by saying that he did not have your advertised

soap. And he would be apt to ask his jobber for 1-6 of a

dozen, or as many as he actually needed. But this method

of letting distribution follow the creation of demand is of

for a page in a national periodical. Suppose in a town

of 10,000 there are 500 people who read that paper. Sup-

pose 50 of them see your advertisement and go to John

Smith's grocery for a cake or so. If they do that, they

will probabi do so the day after they see your ad. Smith

will not have your soap, so the consumer is apt to say,

Suppose, for instance, that you were spending \$5000

such tremendous waste that it is very seldom used.

CHAPTER LIX.

The overstocking of dealers on promise of consumer

given exclusively with this newspaper free of charge.

advertising ability for a place in this new "profession."

Duly A. Conant, a farmer of Presque About 2,000 houses at Lima, Ohio, The body of Daniel Dunton, a Civil sle, Me., committed sucide by shoot- were submerged when the Ottawa river War veteran, was found in a well on He is said to have been des overflowed its banks. The river is re his farm at Camden, N. J. He had

been missing a day.

Averts Disaster to Sea

during a practise run yesterday, while elected executive of the rep

[Associated Press by Federal Wireless] ST. LOUIS, Mo., Aug. 14.-Twenty persons were injured here yesterday in a riot between striking teamsters and the police. Five hundred strikers stoned the drivers of the United States mail wagens. Attempts to make ar-

NEW OFFICE BUILDING IS PRIDE OF WAILUKU

Special Star-Bulletin Correspondence) WAILUKU, Aug. 11.—Directly opposite the Maul hotel on the Lahaina road is the finest new office building on Maul. For the first time in many years e building is being erected which wide, and is built directly on the cor- William Osmers, as vicener, which is easily accessible from The other officers were el be in all three suites, with two addi- treasurer and R. B. Dodge for secre and the third will be taken by E gene Murphy, who had previously an office on this corner lot. The two remaining rooms will probably be taken by Paul Lada. The building will be painted a color to harmonize with the immediate surroundings.

The office building was designed by Mr. Case, and worked out in detail by Mr. Lada, who has had the over sight of it during the process of erec-

Directly adjoining these offices will e another structure of the same type. The front rooms of the second new building will be used for the office and stock room of the Maui News.

when the dealer has your soap, Mrs. Consumer will have forgotten your ad. Therefore, all the money you spent table for one year. in that magazine in that town in order to get 50 people

to go to that store, would have been wasted. A safer and surer method to secure distribution is by a slower way-by which you get your goods into a dealers' store on the promise that you will use newspaper space in his town. If you work this system-town by town and state by state, you can eventually get the country covered.

"All right, give me the usual kind." And next week

The dealer's personal experience with your goods and through the personal connection that he will have with your brand as a result of the advertising of your goods in his own local newspaper over his name—these factors will cause him to cooperate for the sale of your goods. Then, if you decide to make an appropriation for the broad general mediums you will not be so liable to leaks in your advertising effectiveness.

In marketing a new soap, you could not get most dealers to put in a stock unless consumer demand required that he make such an investment, or unless your goods were to yield him a bigger margin than he originally could get. This would probably mean that you would have to sell your goods to the dealer for less money than you ought to-or it would at least mean that your profit would be cut to the bone.

But if you said to the dealer: "Here is some advertising that we will run in your local paper," then the dealer cannot help but stock your goods to some extent. If his name is to go under the ad, then he will probably stock quite liberally. Thus by offering newspaper advertising you can get your distribution well built up, step by step. How much better is this method than the old system of persuading dealers to stock up through the promise of general national advertising to come. When the newspapers are the basis of a campaign, the dealer knows what the results will be for him.

So if you use the splurge method by which you seek to force distribution by blanketing the nation with periodical advertising, do not overestimate results. In the long run, such a method may win out handsomely, although the first few years may show more advertising expenditure than sales-income. But, if you are content to develop your market gradually, step by step, with newspaper advertising, then as fast as you get one territory yielding a profit you can use that sales-income to start your harvest in another field, meanwhile keeping your first soil well fertilized with publicity.

Quick Rescue, Work By Tugs Expresses Appreciation for the Services Rendered By U. S. Forces

NEWPORT, R. I., Aug. 14.—The sub- WASHINGTON, D. C., Aug. 14. marine D-2 went aground on Guli Rock | President Dartiguenave, the newly maneuvering with other coast defense Haitl, took the oath of office yestervessels. She was pulled off by tugs day. In a statement addressed to and was found to be not seriously dam. Rear-admiral Caperton he expressed his faith in the disinterestedness o the United States in its occupation o the Haltian ports and his appre of the assistance rendered by the American troops in restoring order in

"It is due to the agency of the American forces alone that the election has just been held free from the least effort to intimidate any member of the senate," declares the new presi-

WAILUKU, Aug. 11.-On Monday afternoon the adjourned me the trustees of the Maul Library

structure is 65 feet long by about 40 president, was elected president; Dr. all parts of Walluku. There are to succeed themselves, D. C. Lindsay for

lary, ex-officio. The auditing tee was next chosen, as follows: R. Bevins, E. J. Walker and Charle Wilcox. The library book committee consists of R. B. Dodge, Mrs. William Searby, Mrs. F. F. Baldwin, Mrs. H.

B. Penhallow and Mrs. H. D. The possibility of securing a Conegle library for Maui county had be taken up somewhat at length in the administration committee of the brary some months previous to the annual meeting. Correspondence be-tween the library officials and the Carnegie Foundation was read. After some discussion of the matter it was finally voted to lay the whole matter of securing a Carnegie library on the

WHAT THIN FOLKS SHOULD DO TO GAIN WEIGHT.

Physician's Advice for Thin, Undeveloped Men and Women.

Thousands of people suffer from ex ble stomachs who, having tried it tised flesh-makers, food-fats, ph sign themselves to life-long skinniness and think nothing will make them fat. Yet their case is not hop makes fat grow after years of th nerves. This remarkable d ed by eminent physicians, and u by prominent people everywhere, is absolutely harmless, inexpense

A month's systematic use of Barr should produce flesh and structure faults of digestion

en splendid results as a new and vitalizer, it should not be gain at least ten pounds of fis.
For sale by Benson, Smith.
Chambers Drug Co., and B. Drug Co.-advertisemen

FIVE HURT IN PANIC ON OPEN TROLLEY CAR.

Five Manhattanites were injured e so seriously they were se a hospital-in a panic on an of trolley car of the New York and Queens Electric railway, which fol-lowed the falling of a live, sputtering lowed the falling of a live, sputteri overhead feed wire across the dash

Hitting a target no larger than silver dollar twice in succession at range of 200 yards was the r regard of Chicago in the second of the bennial rifle tournament of the Central Sharpshooters' Union.